

IDAHO MILLENNIUM FUND

Proposal

by

Family Care Center,
Inc.

Robert Gulden

FACT

- According to the CDC "*Best Practices for Comprehensive Tobacco Control Programs*" article states that Smoking Cessation is more cost-effective than other commonly provided clinical preventive services, including mammography, colon cancer screening, PAP smears, hypertension treatment and treatment of high cholesterol.

The Agency for Health Care Policy and Research (AHCPR) states

- **That evidence-based clinical guidelines on cessation concludes that brief advice by medical providers to quit smoking is effective.**

The Agency for Health Care Policy and Research (AHCPR) states

- **More intensive interventions (individual, group, or telephone counseling) that provide social support and training in problem solving skills is even more effective**

The Agency for Health Care Policy and Research (AHCPR) states

- **FDA approved pharmacotherapy such as nicotine gum and lozenges can also help people quit smoking , particularly when combined with counseling and other intervention**

FACT

- **Whenever a pack of cigarettes are bought for \$3.39 /pack in Idaho it actually costs another \$7.01 to the taxpayer's bill in terms of medical costs and lost productivity according to the Centers for Disease Control and Prevention (CDC).**

FACT

- **According to the CDC - smoking in Idaho attributes to \$.92 per pack to Medicaid costs and \$78.99 cost per capita to Medicaid. According to CDC cigarette smoking continues to be the principal cause of premature death in the U.S. and imposes substantial costs on society.**

FACT

- **In 1995-1999, the years CDC researchers studied, more than 260,000 men and 178,000 women died every year due to smoking, either from lung cancer, heart disease or emphysema. About 600 baby boys and 400 baby girls died each year during that time period because their mothers smoked during pregnancy, according to CDC estimates. And about \$366 million – or \$704 per pregnant smoker – was spent in 1996 caring for infants injured by cigarette smoke.**

FACT

- Overall, smoking killed nearly half a million people each year in the late 1990's including about 35,000 people who died of heart disease due to secondhand smoke. The economic costs of smoking totaled \$3,391 per smoker per year. Tobacco use is the single most preventable cause of death and disease in our society. Each year, more than 1,500 Idahoans die from smoking-related diseases, an average of four people per day.

WARNING

- **While 21 percent of all Idaho adults smoke, 25 percent of young adults aged 18-24 smoke.**
- **Unless smoking rates decline, 32,000 current Idaho teenagers eventually will die from smoking.**

ADDICTION FACTS

Cigarette nicotine addiction is a 3-part phenomenon:

- Physical addiction-As evidenced by the biochemical changes in the brain.
- Physiological addiction—Becoming reliant on it to do for “us” what we think we can’t, and use it to buy us time and distract others from us.
- Habit-Smoke 50-60% of our cigarettes because of an environmental or behavior trigger.

FCC Proposal

- **The Short Term Objective is to set the ground work to offer FCC's clinicians and therapists efficacious pharmacological treatment strategies in helping our clients stop the addiction of nicotine. FCC staff will receive orientation of the new project and the resources it will provide in the battle against tobacco related product addiction.**

FCC Proposal

- FCC's long term objective is to make tobacco cessation part of our delivery of services for all of our clients who are either receiving insurance coverage from private carriers, Medicaid or Medicare. FCC's goal is to offer ongoing tobacco cessation services to all of our clients by 8/1/08.

FCC Proposal

- *The Public Health Service of the U.S. DHHS developed guidelines that produced evidence of the association between counseling intensity and successful treatment outcomes, as well as identified additional evidence-based counseling strategies such as telephone quit lines. FCC will follow these guidelines in our proposed project.*

FCC Proposal

- FCC staff will assess all of our clients who are smokers to determine their motivation to quit smoking as well as their level of stress. FCC staff will use five major interventional steps (the 5A's) in our interventions. They are as follows:

Ask, Advise, Assess, Assist, and Arrange.

Strategy

- **FCC's strategy is to use our medical/health care clinicians deliver messages about health risks and benefits. FCC's non-medical clinicians will deliver psychological /behavioral interventions. FCC will provide both individual and group counseling interventions as recommended by PHS. Our proposed sessions will range from 15 minutes to an hour. Clients will receive a minimum of at least 4 or more sessions. Total contact time spent with our clients will be longer than 30 minutes. The impact of our interventions will result in considerable savings in terms of medical in dealing with diseases caused from tobacco products.**

FCC Long Term Objective

- **FCC's long term objective is to make tobacco cessation part of our delivery of services for all of our clients who are either receiving insurance coverage from private carriers, Medicaid or Medicare.**
- **FCC's goal is to offer ongoing tobacco cessation services to all of our clients by 8/1/08.**

Why FCC should be considered?

- **FCC is already offering counseling and focused medical services as well as community outreach, rehabilitation, crisis intervention, education, and psychological evaluations to over 4,000 residents living in Southeastern Idaho.**

Why FCC should be considered?

- **FCC's mission is to reach children, adolescents, and adults who are at risk because of various difficulties and problems. Our long term goal is to reduce the impact of these problems on their lives.**

Why FCC should be considered?

- **FCC is the largest mental health clinic in Eastern Idaho.**

Why FCC should be considered?

- **FCC is only one of a select few of organizations in Eastern Idaho that is operating (2) transitional housing projects for men (City of Refuge and The Ark), and (1) transitional housing project (Ruth House) for women with children.**

Why FCC should be considered?

- **FCC currently receives referrals from HUD, Health & Welfare, Idaho Falls Police Department and faith-based organizations such as St. Vincent De Paul and the Salvation Army.**

Why FCC should be considered?

- **FCC just started a new non-profit service group called the Pearl House Youth Corps in Idaho Falls designed for middle and high school teens for the purpose of participating in our community through social activities, make new friends in a positive environment and encourage academic achievement.**

Why FCC should be considered?

- During the last 2 decades of providing mental health services to thousands of eastern Idahoans FCC has earned

TRUST and a
GOOD NAME.

OBJECTIVES

- FCC will use funds from the Millennium Fund to meet the following objectives:
- 1. To fund (2) full time Health Education positions to train the trainers and collect evaluation data.
- 2. Train all of our clinical and non-clinical staff to become effective educators of tobacco cessation through population based counseling and treatment.

OBJECTIVES

- 3. FCC will screen all of our clients for Tobacco Use Status.
- 4. FCC will designate staff to be responsible for the treatment program that will be comprised of individual and group counseling.
- 5. FCC anticipates that 20% of our clients/patients will quit smoking as a direct result of our proposed interventions.

OBJECTIVES

- 6. FCC will track all those who have quit smoking for at least 6 months through phone and face to face contacts beyond 7/1/08. FCC will forward the data to the Millennium Fund once all follow-up activities are completed.
- 7. All interventions will involve evaluation instruments to measure the following: knowledge of the hazards of tobacco smoke prior and after the interventions, identifying tobacco triggers,

OBJECTIVES

- 8. FCC will include pharmacotherapy in treating nicotine dependence in both adults and adolescents.
- 9. The proposed project will incorporate a local evaluator who will collect the data to evaluate the effectiveness of our tobacco cessation program.
- 10. To cover the cost of a part-time local evaluator to assess the effectiveness of the project.

QUALIFICATIONS

- Mr. James Perry will be the Project Director. His qualifications are as follows: Certified Addictions Specialist, American Academy of Health Care Providers in the Addictive Disorders, Completed Clinical Supervision I & II training, fall 2005. California State Community College Teaching Credentials in Psychology and Mathematics. 5-10-2004 to 3-7-2006

QUALIFICATIONS

- Mr. Robert Gulden will be the Assistant Project Director. Mr. Gulden has over eight years of successful experience in tobacco prevention, education and policy advocacy and community mobilization through the County of Los Angeles Tobacco Control Program. Through his leadership in advocacy and community mobilization, his projects accomplished the following milestones to counter the influences of the tobacco industry and reduce the availability of tobacco products: Three cities with an average population of 60,000 passed ordinances in to ban all self-service tobacco displays. Another city passed an ordinance that prohibits smoking at public outdoor city events.

LINKS

- Family Care Center has been partnering with the Health District of Region 7 in addressing the health needs of our clients. FCC is a United Way agency. If funded, FCC will collaborate with local providers who are currently providing interventions to counter the influences of tobacco products and environmental tobacco smoke.

TARGET POPULATION INVOLVEMENT

- **FCC will recruit our patients and clients who want to quit smoking volunteer in encouraging their peers to also join in quitting tobacco smoking.**
- **FCC will recruit an advisory group made up of representatives of the target population, volunteers, FCC department supervisors and the local evaluator.**
- **The advisory group will meet monthly to provide input and to promote the program to the general public.**

EVALUATION

- FCC will conduct a survey to determine how many of FCC staff are currently smoking.
- FCC will also conduct a survey to assess the competency of our staff in addressing the health issues from tobacco products.
- FCC will also take surveys to determine tobacco use among those diagnosed with certain mental health illnesses.

EVALUATION

- FCC will also measure the impact of our clinicians in addressing cessation in comparison with those staff who are working with the transitional housing/homeless shelter programs.
- Finally to track the affect of pharmacotherapy in assisting patients with their tobacco dependence compared with those not using medication aids.

ASSESSMENT METHODOLOGY

- The assessment methods will use pre and post test that includes surveys, monthly calendar of events, and contact logs.
- FCC will identify three types of clients:
 - 1. Smokers who are willing to make a quit attempt.
 - 2. Smokers who are unwilling to make a quit attempt at this time and
 - 3. Former tobacco smokers who have not relapsed.
- FCC will also use pre and post test to measure their knowledge of the health effects of tobacco smoke/product use and to measure their gain in knowledge as result of an intervention.

ASSESSMENT METHODOLOGY

- FCC will also evaluate the methods previously tried by our clients to quit smoking.
- FCC will also use surveys to determine how adolescents obtain tobacco products and how many children live in homes exposed to ETS.
- FCC will also track the effectiveness of tobacco cessation efforts through pharmacotherapy.

ASSESSMENT METHODOLOGY

- FCC will also use Self-Reported instruments in determining: current cigarette smoking by age; proof of age requests; where they were able to buy cigarette products; where; and exposure to ETS.

BUDGET

Project cost: \$222,746

Amount Requested; \$164,446

2. Provide a matrix showing expenditure categories (e.g. operating expenses, personnel costs, capital outlay), income sources, expenditure totals, and timeline.

A. Salaries and Employee Benefits

Monthly	% of	# of	Budget	Total	Salary	Project	Time	Mos.
Request	FCC			Total				
Tobacco Cessation Project Director	\$10,000		\$3,333		25	12	\$10,000	\$0
Tobacco Assistant to the Project Dir.	\$7,500		\$2,500		25	18	\$ 7,500	\$0
Health Educator	\$0		\$36,000	\$3,000		100	12	\$36,000
Health Educator	\$0		\$36,000	\$3,000		100	12	\$36,000
Evaluator	\$0		\$8,400	\$7,000		10	12	\$ 8,400

\$97,900

Employee Benefits (24%)
\$23,496

Total Salaries and Benefits
\$121,396

\$121,396

\$0

B. Services and Supplies

Office supplies	\$400						\$ 400	\$0
Postage	\$0		\$350					\$ 350
Phone Service	\$0		\$500					\$ 500
Educational Materials	\$0		\$780					\$ 780
Duplication	\$200		\$500					\$ 300
Mileage (1,500miles x\$.36)	\$540						\$ 540	\$0
Printing cost for Brochures	\$500						\$ 500	\$0
Nicotine gum/lozenges (over the counter)	\$10,000					\$10,000	\$0	
Utilities	\$0		\$600					\$ 600
Add to FCC website tips and a link for quitting smoking			\$0		\$500			\$500
Total Services & Supplies	\$14,670						\$13,970	\$700

C. Facility Rental for (2) Educators

(200 sq.ft x \$1 x 12 months x 2 staff)

Facility rental for clinicians (4000 sqft x \$1.20

	\$62,400					\$4,800		\$57,600
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D. Indirect Cost (20% of salaries and benefits)

	\$24,280					\$24,280	\$0	
Total Cost						\$164,446	\$58,300	\$222,746

GOALS

- By 6/30/08 250 adults will learn about the health hazards of tobacco and ETS
- By 6/30/08 250 adolescents will learn about the health hazards of tobacco and ETS
- By 6/30/06 100 adults will make a commitment to quit smoking.

GOALS

- By 6/30/08 100 adolescents will make a commitment to quit smoking
- By 6/30/08 50 adults will succeed in not smoking for three straight months
- By 6/30/08 50 adolescents will succeed in not smoking for three straight months

TARGET AREA

- FCC will serve low income individuals residing in the following counties in southeastern Idaho: Bonneville, Bannock, Madison and Jefferson County.

Our Vision

- **As a non-profit provider of medical and mental health services, the bottom line is measured by the changes that are affected in the people who come to us for services. The Pearl House vision statement is *Creating the Future – one Pearl at a Time*. This relates our work to the covering an oyster gives to an irritating piece of sand – turning an injury into a pearl. We (FCC) work to do this with our clients every day – and we will be able to carry out that vision in countering the destructive influences of tobacco on our community.**